



Substitute for form 1449A/PTO				Application Number 10/812,417	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Filing Date March 30, 2004	
				First Named Inventor Sumit AGARWAL et al.	
				Art Unit 2167	
				Examiner Name Dennis L. VAUTROT Michael	
Sheet	1	of	1	Attorney Docket Number 64557.000020 (GP-254-00-US) Pham	
U.S. PATENT DOCUMENTS					
*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
FOREIGN PATENT DOCUMENTS					
*Examiner Initials	Cite No.	FOREIGN PATENT DOCUMENT	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
M.P.		WO 0038074	06-29-2000	Kay et al.	
M.P.		WO 2004/042525	05-21-2004	Donovan et al.	
M.P.		EP 1026610 A2	08-09-2000	Del Sesto	
OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS					
*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published			
M.P.		Google Introduces New Pricing For Popular Self-Service Online Advertising Program, http://www.google.com/press/pressrel/select.html , p. 1-2, dated February 20, 2002, printed on 7/29/03.			
I		Collection of pages from www.overture.com , printed on 7/29/03. ✓			
I		Collection of pages from findwhat.com , http://www.findwhat.com , printed on 7/29/03. ✓			
I		Collection of pages from Sprinks.com , http://www.sprinks.com , printed on 7/29/03. ✓			
I		Collection of pages from Kandoodle.com , http://www.kanoodle.com , printed on 7/29/03. ✓			
M.P.		Collection of pages from Google Advertising, http://www.google.com , printed on 7/29/03. ✓			
EXAMINER SIGNATURE Michael D. Pham		DATE CONSIDERED 6/7/07			
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.					